

Syllabus – Elective Course

Course title:

International Marketing

Credits:

6 ECTS credits

Teaching language:

English

Target students:

Students in Communication, Humanities, Social Sciences, Business

Teacher in charge of the course:

José Francisco Andrade, Professor of School of Business, UDEM Monterrey, México

COURSE PRESENTATION

Prerequisite:

Students undertaking this course should normally have successfully completed at least one semester at university, or have equivalent experience. They must have some ability to work as a group and be able to communicate easily in English at a standard university level. In other respects, the course is intended to serve a mix of profiles and learning backgrounds for a more diverse international learning experience.

Content:

This course will provide students with an overview of relevant topics and exercises, including:

- Presentation of the international communication organisation for a company and how to organise an international communication world wide
- What is international communication?
- The main channels/actors of international communication
- Challenges of International Communication in a globalised world
- How to build a communication strategy:
- The different steps of building a communication strategy
- The main actors of an efficient communication strategy
- Discussions on communication strategies in the different countries represented in class
- The students will work on a case study in group for a concrete approach and better learning experience and present the results to the rest of the class as well as to a jury.
- The students will work in deep analysis of advertising campaigns of the same brand in different countries

Learning Outcomes:

At the end of the course, the students should be able to:

- Describe an international communication sector,
- Understand the specificity of work in an international environment,
- Work as a team on a communication case,
- Demonstrate the role culture plays on general and professional communication and behaviour,
- Integrate a new team from an initial team.
- Understand the communication strategies the brands perform in different countries and why they do this
- Understand the key theoretical concepts regarding International communication in different environments

WORKLOAD

French contact hours = 60 minutes (in some countries/institutions, 1 contact hour = 45-50 minutes)

Form:	Number of hours	Comments
Face-to-face, in-class, on-site learning	39 hours	13 sessions of 3 hours
Out-site training, fieldtrip	2 hours	Visit to the communication department of an international company
Approximate personal work / homework	15 hours	
Student total workload	56 hours	

EDUCATIONAL METHODS

Discussions, case studies, group work, educational games, field trips, marketing research

RESOURCES

All course materials will be supplied in class.

ASSESSMENT

Form	Number	Duration	Comments
Continuous assessment (20%)	2		Exercises
Final exam (60%)	1	20 minutes	Comparative advertising communication presentation about key findings and reasons why
Others (student participation...) (20%)			Attendance, participation, and contribution to group discussion

This syllabus is based on information available at the time of publication (November 2019). Changes may occur.

For updated information about course content, please contact us: lilleprograms@univ-catholille.fr